



EMPIRE STATE RIDE
TO END CANCER

Get social for **#EmpireStateRide**



Social media is a great way to quickly spread the word about your Empire State Ride fundraiser and collect donations. Your fundraising dashboard can connect to your Facebook, Twitter and LinkedIn accounts so you can easily ask for support, provide updates on your progress and thank your donors. Included in this guide are sample posts for Facebook and Twitter, as well as some tips and tricks to help you make the most of your social media efforts.

SOCIAL MEDIA TIPS AND TRICKS

- Add a personal touch to your post — maybe a story about why you're riding or a selfie after a long training ride. Try to include as many pictures as you can!
- Use a shortened link, especially for Twitter posts.
- Bitly.com shrinks hyperlinks for free.
- Tag people in your posts who may want to help, and encourage others to do the same. This way you can reach more people.
- Encourage others to retweet your Twitter posts, and share your Instagram and Facebook posts as well.

#ESR19

#EmpireStateRide

#RidetoEndCancer

#NYC2NF



EmpireStateRide.com

Benefiting



FACEBOOK

- I'm riding 500+ miles across New York State in the @EmpireStateRide to end cancer! Visit my page today and show your support. **<Insert link for your personal fundraising page>**
- I'm going on an adventure to end cancer! Help me change the state of cancer research for good by making a donation today. #ESR19 **<Insert link for your personal fundraising page>**
- Over 1.7 million Americans will be diagnosed with cancer this year. Give them hope for a cure by donating today. #EmpireStateRide **<Insert link for your personal fundraising page>**
- Who says cycling is a low-impact sport? Please support my @EmpireStateRide to end cancer. **<Insert link for your personal fundraising page>**
- For my **<insert reason to fight>**. #ESR19 **<Insert link for your personal fundraising page>**
Example — For my #mom. #ESR19

[Take a photo in your bike gear]

- I'm riding from #NYC2NF! Support my @EmpireStateRide today! **<Insert link for your personal fundraising page>**
- I'm riding to raise funds and awareness for cancer research. @EmpireStateRide **<Insert link for your personal fundraising page>**
- Please share my page and help me raise as much as possible to end cancer through my @EmpireStateRide. Every little bit helps! **<Insert link for your personal fundraising page>**
- Thank you to all those who supported my @EmpireStateRide!

TWITTER

- Raise funds, raise awareness, raise your voice! Help me change the state of cancer for good. #EmpireStateRide **<Insert link for your personal fundraising page>**
- From #NYC2NF, I'm riding to end cancer! Donate today **<Insert link for your personal fundraising page>**
- I'm riding to raise awareness today and end cancer tomorrow! #ESR19 #RidetoEndCancer
- I'm riding 500+ miles across New York State to help end cancer. Sound like something you can get behind? Visit my page to donate **<insert link for your personal fundraising page>**
- Support me and my fellow riders. Together, we can end cancer for good! #EmpireStateRide **<insert link for your personal fundraising page>**
- I ride for **<insert personal reason here>**! #ESR19 **<insert link for your personal fundraising page>**
- I ride for the 1.7 million Americans who will be diagnosed with cancer this year. Support my #EmpireStateRide today **<insert link for your personal fundraising page>**
- I'm doing MY part to end cancer. #ESR19 **<insert link for your personal fundraising page>**
- Make a difference in the fight to end cancer and donate today, or join us as we ride across the state from #NYC2NF #EmpireStateRide **<insert link for your personal fundraising page>**
- I'm going on an adventure to end cancer! Donate to my page today **<insert link for your personal fundraising page>**

THANK YOUR DONORS ON SOCIAL MEDIA

- When you're notified that an individual has made a donation, you can post a message just for them.
Example — Thank you, @JohnDoe, for supporting my @EmpireStateRide!
- Or, create an image with your donors' names from that week using a free design software website such as Canva.com or PicMonkey.com.
- Example — Thank you to these amazing individuals who made a donation in support of my @EmpireStateRide! **<insert image>**

DIVERSIFY YOUR REACH

Any of these sample posts can be modified to use on additional social media platforms. More channels drive more donations, so ask across many different social media platforms, and ask multiple times through each one.

Be sure to follow the Empire State Ride on Facebook, Twitter and Instagram to keep up with the latest news and information about the impact your participation is making. You can share these posts with your network so they know that your efforts are changing the state of cancer research for good.